EVENT COLLECTION ARCHITECTURE

ABSTRACT OF THE DISCLOSURE

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The present invention relates to an event tracking server that determines event tracking information related to a user's interaction with a server device on a computer network, such as a server device for a Web site. The event tracking server determines the event tracking information by first receiving an event signal from a client device associated

10 with the user, wherein the user used the client device to interact with the server device. The event signal includes an event ID and data that describes the user's interaction with the server device. The event tracking server then retrieves a set of instructions that correspond to the event ID included in the event signal and extracts the descriptive data from the event signal in accordance with the retrieved instructions. The retrieved data is then stored in a database.

15 The user interaction with the server device can include various actions, such as downloading a file, placing or removing an item into or from an electronic shopping cart, purchasing an item, or using a search capability of a search engine.

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